

Office of Business Development: 2024-2025 Impact Report

The 2024-2025 school year saw the Office of Business Development dig deeper into its commitment to identifying, strengthening, and enhancing the business capacity of Community Based Small Businesses to increase their utilization across New York City Public Schools and its associated offices.



Mission and Background

In 2022, Mayor Eric Adams set an ambitious city-wide Small Business Enterprises (SBE) participation goal of 30%. In response to that mandate, New York City Public Schools Chancellor David Banks set a similar goal for NYCPS. The Office of Business Development, was established in July 2023. The work continues under current Chancellor, Melissa Aviles-Ramos.

The team created strategy to bring owners of Community Based Small Businesses and decision makers at the school, district and central level together across the city. The Office of Business Development secured partnerships with external stakeholders and internal NYCPS teams in order to further advance the mission of ensuring that there was an increase in the number minority and women owned enterprises who were doing business with NYCPS.

There is now a robust network of partnerships and relationships that can be attributed to intentional programming including the now iconic Small Business Expos and the specialized training provided by the facilitation team of the Expand-U program.

Signature Events

July 2024: Small Business Expo

The 2nd annual Small Business Expo hosted over 1,000 NYCPS decision makers and nearly 200 small business owners. This event significantly boosted M/WBE spend, resulting in \$1.6 million in contracts for participating businesses.



February 2025: NYSABPRHAL's 54th Annual Legislative Conference

Get Ready, Stay Ready: Small Business Strategies for Navigating DEI and M/WBE Policy Changes

NYCPS's Office of Business Development and the Albany Black Chamber of Commerce co-hosted a panel focusing on DEI and M/WBE policy changes, featuring key figures from NYC Small Business Services and NYS Economic Development Corporation.



March 2025: Launch of Expand-U

Expand-U launched to empower SBEs and M/WBEs by providing targeted courses to enhance their ability to secure contracts, manage operations, and scale sustainably.



May 2025: Small Business Week 2025

For the first time, NYCPS's Office of Business Development hosted Small Business Week. This week-long event, partnered with Amazon and others, culminated in professional learning and a fireside chat with Daymond John for 500 small business owners, offering group and one-on-one coaching.

Small Business Expos: Driving Economic Impact

The concept of Small Business Expos began in 2023 and continues to have the greatest impact on school and district spend. The six small business expos held across all five boroughs of NYC during the 2024-2025 school year resulted in 19 million dollars in contracts for the minority and women owned businesses that attended these events.

The events were also supported by the several elected officials including, Bronx Borough President Vanessa L. Gibson, City Council Member Yusef Salaam, City Council Member Kamilah Hanks and Assembly Woman Chantel Jackson.

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Expos Held

Across all five NYC boroughs

\$19M

Contract Value

Total contracts awarded to M/WBEs

200+

Small Businesses

Participated in the July expo

1,000+

Decision Makers

NYCPS officials attending expos

Community Building and Outreach

Being in the community is a key approach for the Office of Business Development. The team participates in dozens of community facing events to promote and advance the mission and vision of engaging minority and women owned businesses. These opportunities to be in the community have helped to solidify the brand of the office as a key community partner.

July 2024



- The Competitive Edge Conference
- Yankee Stadium & Community District 9 Back School Resource Fair



September - October 2024

- Queens North Partnership Fair
- How to Become a DOE Vendor Workshop
- Tri-Agency Networking Event
- Fireside Chat at Amazon Regional Conference
- Brooklyn South Superintendents Meeting
- Turning the Tables Event for Healthcare, Facilities and Construction Industries
- Ascend Graduation

November 2024 - January 2025



- Governor Kathy Hochul's M/WBE Conference in Albany, New York
- The NYC Small Business Services City-Wide Procurement Fair at Cipriani's
- Brooklyn South Principal Meeting



March 2025

- Middle Schools Principal Conference
- Brooklyn South Principal Meeting

Communications and Marketing Initiatives



The Open Exchange Newsletter

The launch of the Open Exchange Newsletter on Substack. The small business community embraced the newsletter which offers news, updates and resources to support small businesses. The newsletter, delivered monthly, maintains an above average open rate of 60%.



NYCPS Open for Business on LinkedIn

The NYCPS Open for Business page launched on LinkedIn in February 2025 and provides the office with the opportunity to engage with the larger small business community while promoting all of its events and programming.

Additional Marketing Initiatives

- **The Office of Business Development Promotional Video:** Produced in collaboration with M/WBE partner, ANP Productions, featuring a cross section of stakeholders from principals to business owners and capturing the energy of Small Business Expos.
- **Media Presence:** Featured on Sound Chat Radio, Soul Lounge Primetime and 105.9-W-BLS to help the small business community understand the goals of the office.

Internal Partnerships

The Office of Business Development actively collaborates with internal NYCPS partners who share our commitment to increasing the utilization of minority and women-owned business enterprises. These strategic alliances have strengthened our collective impact throughout the 2024-2025 academic year. Key internal partnership engagements included:



Student Pathways



Office of Supplier Diversity

Established a powerful joint presence through collaborative tabling and presentations at the Small Business Services Procurement Fair (November 2024). Further extended our reach by delivering comprehensive programming to emerging entrepreneurs in the new cohort of small business owners participating in the Bronx Business Outreach Center Network (February 2025).



Students in Temporary Housing

Delivered impactful presentations to key decision makers, school administrators, and district liaisons, creating awareness about procurement opportunities and resources available to support this vital educational initiative (August 2024 & March 2025).



Office of State/Federal Education Policy and Planning

Facilitated a comprehensive introduction of the Small Business Expo program to school and district leadership teams, highlighting pathways for educational institutions to connect with qualified diverse vendors who can meet their specific needs (April 2025).

External Partners

The Office of Business Development leverages relationships with external partners who diversify programming and provide crucial support for small business owners looking to work with NYCPS. These collaborations enhance the quality and reach of opportunities for M/WBEs across New York City.

Amazon

Partnering to provide resources and training for small businesses to thrive in the digital marketplace and expand their reach.

Jackie Robinson Foundation

Collaborating to foster leadership skills and educational opportunities for aspiring M/WBE entrepreneurs.

Business Outreach Center Network

Working together to offer direct support, outreach, and development programs to local small business communities.

CU Grow at Columbia University

Providing specialized growth programs and academic insights to help M/WBEs scale their operations and capabilities.

The Shark Group

Leveraging expertise to deliver high-level strategic advice and mentorship, preparing businesses for competitive markets.

Year in Review: Celebrating Success

The 2024-2025 school year has been transformative for the Office of Business Development and its mission to increase M/WBE participation across New York City Public Schools. Under the leadership of Dr. Tammy Pate, the office has made significant strides in creating opportunities for minority and women-owned businesses while building lasting partnerships both within and outside the NYCPS system.

Key Achievements

- Increased M/WBE participation to 28.1% across schools and districts
- Generated \$19 million in contracts through Small Business Expos
- Launched the Expand-U program with 80% participant satisfaction
- Supported 150 businesses in obtaining M/WBE certification
- Hosted the first-ever NYCPS Small Business Week featuring Daymond John

Looking Forward

- Continue building toward the 30% M/WBE utilization goal
- Expand the Expand-U program to include all three components of the mentoring initiative
- Improve coordination for certification events with earlier planning
- Strengthen partnerships with both internal and external stakeholders
- Increase media presence and community outreach efforts

The Office of Business Development has established itself as a vital resource for small businesses looking to partner with NYCPS. Through strategic events like the Small Business Expos, targeted training programs, and comprehensive support for M/WBE certification, the office continues to create pathways for diverse businesses to thrive while serving the needs of New York City's students and schools.